

**PMG Communications**

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General Services Administration

Federal Acquisition Service

Authorized Federal Supply Catalog/Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through **GSA Advantage!**, a menu-driven database system. The INTERNET address for **GSA Advantage!** is <http://www.gsaadvantage.gov>

SCHEDULE TITLE: 541 - Advertising and Integrated Marketing Solutions
FSC Group: R701

CONTRACT NUMBER: **GS-07F-0607W (Small Business Set Aside)**
541-3 Web-Based Marketing Services
541-4F Commercial Art and Graphic Design

GS-07F-0606W
541-4A Market Research and Analysis
541-4B Video/Film Production

CONTRACT PERIOD: August 16, 2010 – August 15, 2015

BUSINESS SIZE: Woman-owned Small Business

For more information on ordering from Federal Supply Schedules, click on the GSA Schedules link at www.gsa.gov



1 a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)

GS-07F-0607W (Small Business Set Aside)

SIN	DESCRIPTION
541-3	Web Based Marketing Services
541-4F	Commercial Art and Graphic Design

GS-07F-0606W

SIN	DESCRIPTION
541-4A	Market Research and Analysis
541-4B	Video Film Production

b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN: (Government net price based on a unit of one)

541-3 Web Based Marketing Services

Rate
(per hour)

Senior Communications Consultant

Senior level consultant with 20 years or more experience in the field. Provides management and strategic direction to the communications team. Responsible for working with client to provide research, develop overall communications strategy and make recommendations. Bachelor's Degree and minimum 20 years experience.

\$199.49

Communications Consultant

Provides management and strategic direction to the communications team. Works with client, either alone, with a team or under the Senior Communications Consultant to provide research, develop overall communications strategy and make recommendations. Provides oversight over Project Manager. Bachelor's Degree or minimum 10-15 years experience.

\$149.61

Graphics Development

Expert knowledge of design and production of graphics for multimedia. Bachelor's Degree or minimum 10 years of experience.

\$124.68

Flash Editing

Writes interactive programs in FLASH or similar program. Bachelor's Degree or minimum 2 years experience.

\$124.68

Project Manager

Manages project, functions as day-to-day liaison between the production team and client or senior project manager. Responsibilities for developing proposals; design of initial flow charts; organization of project assets; development & management of production schedule & project budget; first-pass approval of flow charts/scripts/graphics & ongoing communication with Senior Project Manager & client. Bachelor's Degree or minimum 5 years experience.

\$99.74

Project Supervisor Responsibilities include organization of project assets; development & management of production schedule & project budget; ongoing communication with Project Manager & client. Accountable for day-to-day project execution and performance. Bachelor's Degree or minimum 2 years experience.	\$74.81
Website Design Designs and programs websites; expertise in design of websites used as marketing tool. Expertise on HTML CSS, InDesign and FLASH (or similar). Bachelor's Degree or minimum 2 years experience.	\$99.74
PowerPoint Developer Design PowerPoint presentations/graphics for presentations. Bachelor's Degree or minimum 2 years experience.	\$74.81
Graphics Revisions Makes revisions to existing graphic designs. Bachelor's Degree or minimum 2 years experience.	\$74.81

541-4F Commercial Art and Graphic Design

Rate
(per hour)

Senior Communications Consultant Senior level consultant with 20 years or more experience in the field. Provides management and strategic direction to the communications team. Responsible for working with client to provide research, develop overall communications strategy and make recommendations. Bachelor's Degree and minimum 20 years experience.	\$199.49
Communications Consultant Provides management and strategic direction to the communications team. Works with client, either alone, with a team or under the Senior Communications Consultant to provide research, develop overall communications strategy and make recommendations. Provides oversight over Project Manager. Bachelor's Degree or minimum 10-15 years experience.	\$149.61
Project Manager Manages project, functions as day-to-day liaison between the production team and client or senior project manager. Responsibilities for developing proposals; design of initial flow charts; organization of project assets; development & management of production schedule & project budget; first-pass approval of flow charts/scripts/graphics & ongoing communication with Senior Project Manager & client. Bachelor's Degree or minimum 5 years experience.	\$99.74
Project Supervisor Responsibilities include organization of project assets; development & management of production schedule & project budget; ongoing communication with Project Manager & client. Accountable for day-to-day project execution and performance. Bachelor's Degree or minimum 2 years experience.	\$74.81

Graphics Development Expert knowledge of design and production of graphics for multimedia. Bachelor's Degree or minimum 10 years of experience.	\$124.68
Multimedia Author Assembles interactive programming, with knowledge of multimedia production, design and authoring. Bachelor's Degree or minimum 2 years experience. Expertise on Microsoft Word, Adobe Suite, FLASH and other interactive programs as needed. Bachelor's Degree or minimum 2 years experience.	\$74.81
PowerPoint Developer Design PowerPoint presentations/graphics for presentations. Bachelor's Degree or minimum 2 years experience.	\$74.81
Graphics Revisions Makes revisions to existing graphic designs. Bachelor's Degree or minimum 2 years experience.	\$74.81

Other Direct Costs:

Digital Conversion Convert files	\$151.13/hr
Audio Production Record voice-over narration, mix music.	\$176.31/hr

541-4A Market Research and Analysis

	Rate (per hour)
Senior Communications Consultant/Market Researcher Senior level consultant with 20 years or more experience in the field. Provides management and strategic direction to the communications team. Responsible for working with client to provide research, develop overall communications strategy and make recommendations. Bachelor's Degree and minimum 20 years experience.	\$199.49
Communications Consultant Provides management and strategic direction to the communications team. Works with client, either alone, with a team or under the Senior Communications Consultant to provide research, develop overall communications strategy and make recommendations. Provides oversight over Project Manager. Bachelor's Degree or minimum 10-15 years experience.	\$149.61
Project Manager Manages project, functions as day-to-day liaison between the production team and client or senior project manager. Responsibilities for developing proposals; design of initial flow charts; organization of project assets; development & management of production schedule & project budget; first-pass approval of flow charts/scripts/graphics & ongoing communication with Senior Project Manager & client. Bachelor's Degree or minimum 5 years experience.	\$99.74
Project Supervisor Responsibilities include organization of project assets; development & management of production schedule & project budget; ongoing communication with Project Manager & client. Accountable for day-to-day project execution and performance. Bachelor's Degree or minimum 2 years experience.	\$74.81

PowerPoint Developer

Design PowerPoint presentations/graphics for presentations. Bachelor's Degree or minimum 2 years experience.

\$74.81

541-4B**Video Film Production**

Rate
(per hour)

Project Manager

Manages project, functions as day-to-day liaison between the production team and client or senior project manager. Responsibilities for developing proposals; design of initial flow charts; organization of project assets; development & management of production schedule & project budget; first-pass approval of flow charts/scripts/graphics & ongoing communication with Senior Project Manager & client. Bachelor's Degree or minimum 5 years experience.

\$99.74

Project Supervisor

Responsibilities include organization of project assets; development & management of production schedule & project budget; ongoing communication with Project Manager & client. Accountable for day-to-day project execution and performance. Bachelor's Degree or minimum 2 years experience.

\$74.81

Multimedia Author

Assembles interactive programming, with knowledge of multimedia production, design and authoring. Bachelor's Degree or minimum 2 years experience. Expertise on Microsoft Word, Adobe Suite, FLASH and other interactive programs as needed. Bachelor's Degree or minimum 2 years experience.

\$74.81

Flash Editing

Writes interactive programs in FLASH or similar program. Bachelor's Degree or minimum 2 years experience.

\$124.68

PowerPoint Developer

Design PowerPoint presentations/graphics for presentations. Bachelor's Degree or minimum 2 years experience.

\$74.81

Communications Consultant

Provides management and strategic direction to the production team. Responsible for working with client to provide research, develop overall communications strategy and make recommendations. Manages & provides oversight over Project Manager. Bachelor's Degree or minimum 15-20 years experience.

\$149.61

Executive Producer

Manages all aspects of creative team leaders and provides in-depth quality control monitoring. Functions as day-to-day liaison between the production team, including other producers and the client. Bachelor's Degree or minimum 10 years experience.

\$149.61

Producer, Producer/Director

Develops the shooting schedule, organizes the crew and shoot, and manages the budget. Also may function as day-to-day liaison between the production team and client or Executive Producer. Bachelor's Degree or minimum 5 years experience.

\$74.81

Graphics Revisions Makes revisions to existing graphic designs. Bachelor's Degree or minimum 2 years experience.	\$74.81
Graphics Development Expert knowledge of design and production of graphics for multimedia. Bachelor's Degree or minimum 10 years of experience.	\$124.68
Scriptwriting Knowledge and experience in creating scripts for video and multimedia programs. Excellent verbal and written communication skills, and an understanding of the subtleties of language use. Bachelor's Degree or minimum 5-8 years experience.	\$99.74
Director Knowledge and experience in developing, planning and conducting a video shoot. Supervises the video crew, responsible for shooting all key elements of the script, supervises the edit. Bachelor's Degree or minimum 8-10 years experience.	\$74.05
Cameraman Knowledge and experience in shooting on digital camera formats with basic technical experience in video production. Bachelor's Degree or minimum 5 years experience.	\$63.70
Video Crew Member Video production crew members have basic understanding of video production and function as a grip, assistant grip or props assistant. These crew members work under the director to complete the shoot. Bachelor's Degree or minimum 2 years experience.	\$34.56
Production Specialist (Grip, Gaffer, Soundman, Gaffer, Stylist, Line Producer) Production Specialists have an expertise in video production and function as sound recording, gaffer, chief lighting director, stylist or line producer. These crew members work under the director to complete the shoot. Bachelor's Degree or minimum 1 year experience.	\$49.37

Other Direct Costs:

DVCPro Camera & Intermediate Lighting Package Includes camera, tripod, basic lighting package, monitor, 1-2 microphones, headsets.	\$1,086.09/day
Small DV Camera Package Prosumer camera, tripod, small lighting package, monitor, 1 microphone, headsets.	\$637.00/day
Small Lighting Package Extra lighting for larger video shoots; includes grip kit.	\$246.84/day
DVCPro Tape Stock	\$29.62/each
DVD Approval Copies If online approvals are not available.	\$44.43/each
Editing Utilizing DVExpress, Premier or Vegas editing systems.	\$123.42/hr
Digital Archive Back-up files/project stored on hard drive	\$246.84/each
Digital Conversion Convert files	\$151.13/hr
Licensed Music	\$74.05/per needle drop
Audio Production Record voice-over narration, mix music.	\$176.31/hr

2. MAXIMUM ORDER*: \$1,000,000.00 per SIN

*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contactor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. MINIMUM ORDER: \$100

4. GEOGRAPHIC COVERAGE: Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities.

5. POINT(S) OF PRODUCTION: Columbus, OH

6. DISCOUNT FROM LIST PRICES: Prices listed are GSA Net.

7. QUANTITY DISCOUNT(S): +2% >\$250,001.00

8. PROMPT PAYMENT TERMS: 2%, 29 days Net 30 Days

- 9. a. Government Purchase Cards** are accepted at or below the micro-purchase threshold.
b. Government Purchase Cards are accepted above the micro-purchase threshold.

10. FOREIGN ITEMS: None

- 11. a. TIME OF DELIVERY:** As specified on task order and as mutually agreed upon
b. EXPEDITED DELIVERY: As specified on task order and as mutually agreed upon

c. OVERNIGHT AND 2-DAY DELIVERY: As specified on task order and as mutually agreed upon

d. URGENT REQUIREMENTS: Agencies can contact the Contractor's representative to effect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. FOB POINT: Destination

13. a. ORDERING ADDRESS: PMG Communications, Inc.
692 N. High St., Suite 306
Columbus, OH 43215-3118

b. ORDERING PROCEDURES: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3

14. PAYMENT ADDRESS: PMG Communications, Inc.
692 N. High St., Suite 306
Columbus, OH 43215-3118

15. WARRANTY PROVISION: Standard Commercial Warranty.

16. EXPORT PACKING CHARGES: Not applicable

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:
(any thresholds above the micro-purchase level)

18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE): N/A

19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE): N/A

20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE): N/A

20 a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE): N/A

21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE): N/A

22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE): N/A

23. PREVENTIVE MAINTENANCE (IF APPLICABLE): N/A

24. a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants): N/A

b. Section 508 Compliance for EIT: N/A

25. DUNS NUMBER: 013319442

26. CENTRAL CONTRACTOR REGISTRATION (CCR): Registered

About PMG Communications

As a full-service strategic communications firm, PMG Communications offers a broad range of services including consulting, program development and design, and full-service production of all media components, such as video, print, web, interactive or live support materials.

PMG has achieved consistent results by approaching each opportunity as a collaborative partnership with our client and aligning our expertise with their objectives. We understand that the strategies and tools we develop need to support the clients' core values, management style, and operational plan while still motivating and affecting change.

Video Production



Web Design & Development



Graphic Design & Brand Identity



Interactive Media

